

Department of Planning, Housing, & Community Development

Mayor, Richard C. David

Acting Director, Jennifer M. Taylor

Date: 18 February 2014

To: Commission on Architecture & Urban Design Members

Subject: 201 State Street – Signage

Tax ID: 160.33-1-31 CAUD 2014-02

Copies: T. Costello; A. Tuttle; file

A. Review Requested

On 14 February 2014, Adam Tuttle, the property owner, submitted an application for Design Review for the building located at 201 State Street. This building is located in the State and Henry Street Historic District and all exterior modifications, including signage, have to be reviewed and approved by the Commission on Architecture and Urban Design (CAUD).

B. Proposal

The Applicant is proposing to install one (1) projecting sign on the front façade of the building. The proposed sign measures 22 square feet (11 feet tall by 2 feet wide). The proposed sign is metal, with a rustic copper finish. The lettering on the sign ("Social on State"), will be back-lit channel cut letters.

C. Signage Proposal

201 State Street is located in the C-2, Downtown Business District. Under the current Zoning Code, the following regulations apply:

<u>Permitted</u>		Proposed
•	All structural types	
•	2 signs per frontage per activity	1 sign proposed
	 Projecting Sign 	
	• 20 sq ft	22 sq ft
	• Illumination permitted	Halo illumination

Under the proposed new sign ordinance, the following regulations would apply:

<u>Permitted</u>		Proposed
•	Maximum Signage Area 88 sq ft	22 sq ft
•	Projecting Sign	
	 Maximum Size 20 sq ft 	22 sq ft
	 Area Bonus to be Applied 	
	 Individually Cut Letters 15% 	+3 sq ft

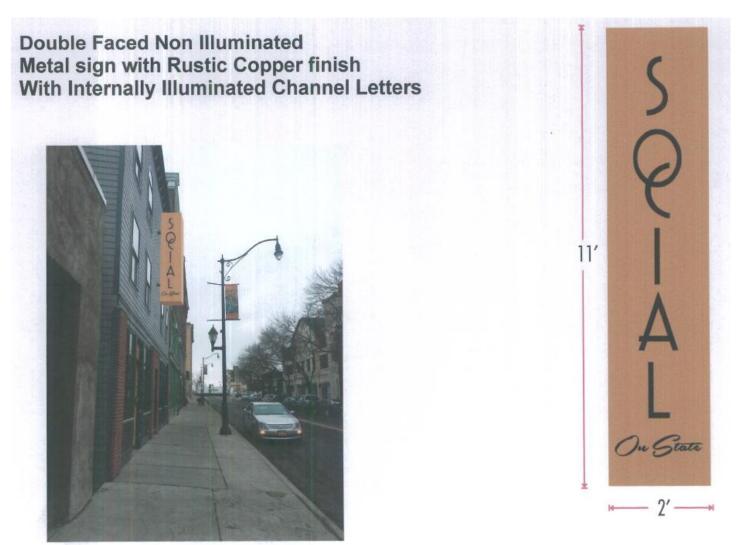
• Simplified Content 5% +1 sq ft Max Size w/Bonuses 23 sq ft 22 sq ft

The proposed sign meets the requirements of the proposed new sign ordinance. The Applicant has stated that they intend to wait to file for a sign permit until the new ordinance has been voted upon by City Council.

D. Staff Findings

Projecting signs are considered appropriate in the historic district, provided they are not internally illuminated panel box signs; halo lighting as proposed here is acceptable.

E. Photographs



Proposed projecting sign